

# ECONOMIC VITALITY 101



# Tremendous Thanks!



**BEACON**  
BROADBAND



**THE Ford Family**  
FOUNDATION



**MAIN STREET  
AMERICA™**

*Coordinating Program*

**OREGON MAIN STREET**





# Land Acknowledgement



# Strengthens Rural People, Places, & Economies in the Pacific Northwest

Develop Networks of  
Rural Leaders

Revitalize  
Rural Economies

Elevate Rural Voices and  
Priorities

Improve  
Access to Resources



[www.rdiinc.org](http://www.rdiinc.org)

# RDI's Main Street Program



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# Meet the Main Street Team



Cayla Catino  
Program Manager  
RDI



Alison Cassin  
Program Coordinator  
RDI



Kevin Teater  
Streetview Planning



Sheri Stuart  
State Coordinator  
Oregon Main Street

# Workshop Series Overview

- **Economic Vitality 101**
- From Numbers to Action
- Business and Property Owner Engagement
- Place Based Economy Building
- Fostering Innovative Communities
- Entrepreneurship
- Energy on Main
- Broadband and Resiliency

# Today's Agenda



- Welcome and Introductions
- Main Street Overview
- Why does Economic Vitality matter?
- What is Economic Vitality?
- How do we do this work?
- Wrap up – Homework!



# Group Norms

- Take care of your own needs
- Participate fully and respectfully
- Check assumptions and ask questions
- Lead with **curiosity** *in yourself and interactions with others*
- Confidentiality



# Main Street Overview

Main Street =  
Place-based  
Economic  
Development





**Our “Main Streets” are a symbol of community economic health, local quality of life, pride, and community history**

# National Main Street Center



- Established by the National Trust for Historic Preservation in 1977 as a pilot project
- Independent nonprofit subsidiary of the National Trust in 2013
- Network of statewide coordinating programs and local communities to encourage preservation-based economic development.
- Main Street America™ brand developed in 2015
  - Registered trademark
  - Protected through sublicense agreement
- Flexible framework for use by all size communities

# How Main Street Works

- Comprehensive Approach
- Grassroots & Community Driven
- Asset Based
- Time Tested
- Adaptable Methodology



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# National - State - Local



LOCAL PROGRAMS

# Total Economic Impacts by Activities



**\$22.9 million**  
**Partnerships and Program Operations**

Main Streets' economic impact of partnerships and operations is derived from the collective Main Street operating budgets netting out budget in these other programmatic areas.



**\$55.1 million**  
**Economic Development and Resiliency**

The economic impact of Main Streets' economic development efforts is based on the attributable business growth in Main Street communities over the years.



**\$48.3 million**  
**Historic Preservation**

This total economic impact includes Main Street spending and budgetary support for historic preservation efforts and the statewide Main Street Revitalization Grant.



**\$4.7 million**  
**Placemaking and Public Realm Improvements**

From streetscape beautification efforts to physical improvements in downtown districts, the placemaking impact is quantified through Main Streets' programmatic expenditures.



**\$134.6 million**  
**Tourism and Customer Attraction**

This economic impact is largely derived from outside visitor spending when nonlocal people come to Main Street festivals and events. Additional impact includes expenditure of organization events and Main Street marketing efforts.



Note: The above figures reflect direct, indirect, and induced cumulative economic impacts for Performing Main Streets, Transforming Downtowns, and Exploring Downtowns between 2011 and 2021. Additional methodological details can be found throughout this report. All figures are expressed in 2022 dollars.

Source: IMEL AN (2022)

# Main Street's Approach to Economic Vitality



## **ECONOMIC VITALITY**

focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.



# Group Introductions:

*Please share your name, affiliation(s) and where you live*

What is a favorite small business and/or one person or place to visit in your community?

Why does Main Street Economic Vitality work matter to you?

# Why Does Economic Vitality Matter?

# A Values Driven Economy

	Means	Goals
High Quality of Life		✓ ✓
Vibrant, Inclusive Culture		✓ ✓
Healthy, Safe People	✓	✓
Healthy Natural Environment	✓	✓
Education & Workforce	✓	✓
Good Governance	✓	✓
Economic Growth	✓ ✓	

# Build Better Economies: What is the Opportunity?

➤ What is important?  
Where does the community find meaning and connection?

What can we live without?  
What can we NOT live without?

➤ What does our local economy need to deliver to our community?

➤ What is our responsibility in building economic resiliency and equity in our community?

# What is Economic Vitality?



# Tupelo Model



# Traditional Economic Development Approach

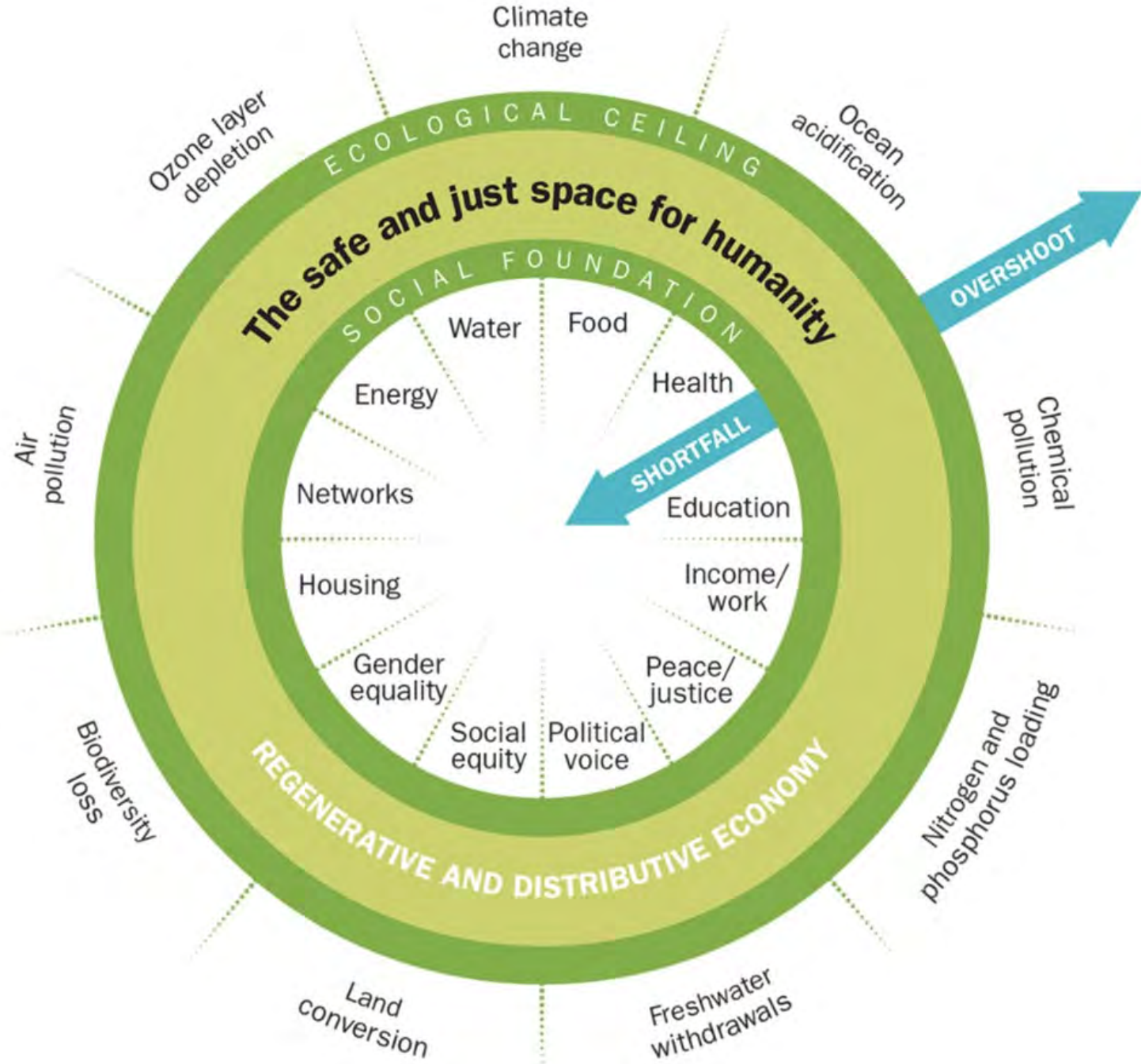
**Grow what  
you have  
(BR&E)**



**Strategically attract to fill gaps  
(Business Recruitment/Attraction)**

**Cultivate from the ground up  
(Entrepreneurial/Small Business Development)**

# The Doughnut Economy





# WealthWorks Approach



**Build Multiple  
Forms of Wealth**

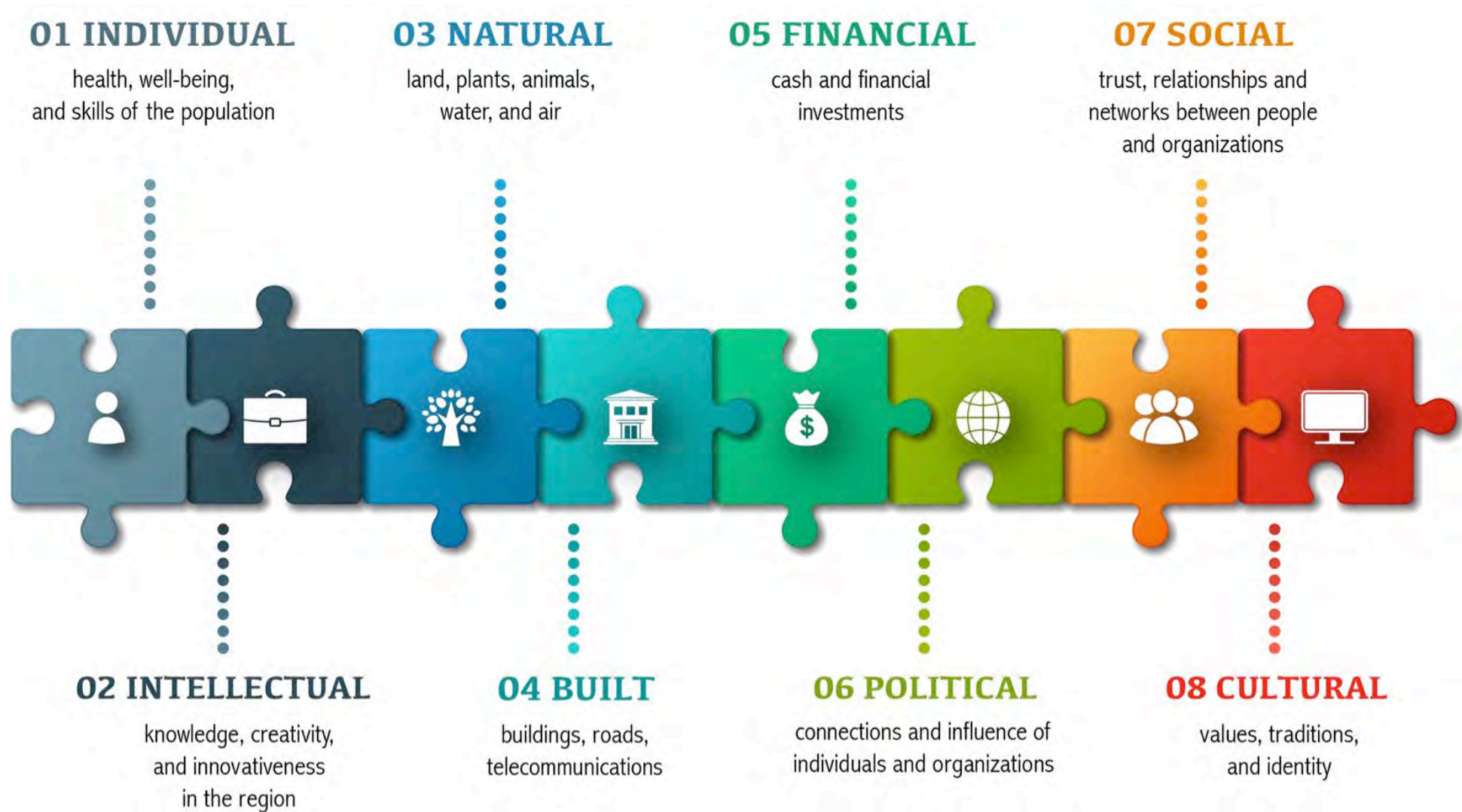


**Place-based  
Approach / Local  
Ownership**



**Improve  
Livelihoods for All**

# Community Capitals



# Examples



# THE POP-UP

MOUNT VERNON

## FREEWATER SQUARE

A NEW COMMUNITY GATHERING SPACE

**MILTON**  
FREEWATER

**MFDA**  
MILTON  
FREEWATER  
DOWNTOWN  
ALLIANCE



# Veneta, OR







# Debrief

- Do these concepts resonate? Which elements?
- What do these concepts offer to you?
- How might you apply them?





**How do we do this work?**



# Change-Ready

***Change happens whether  
you like it or not.***

# Looking Forward



**An Asset Mindset**



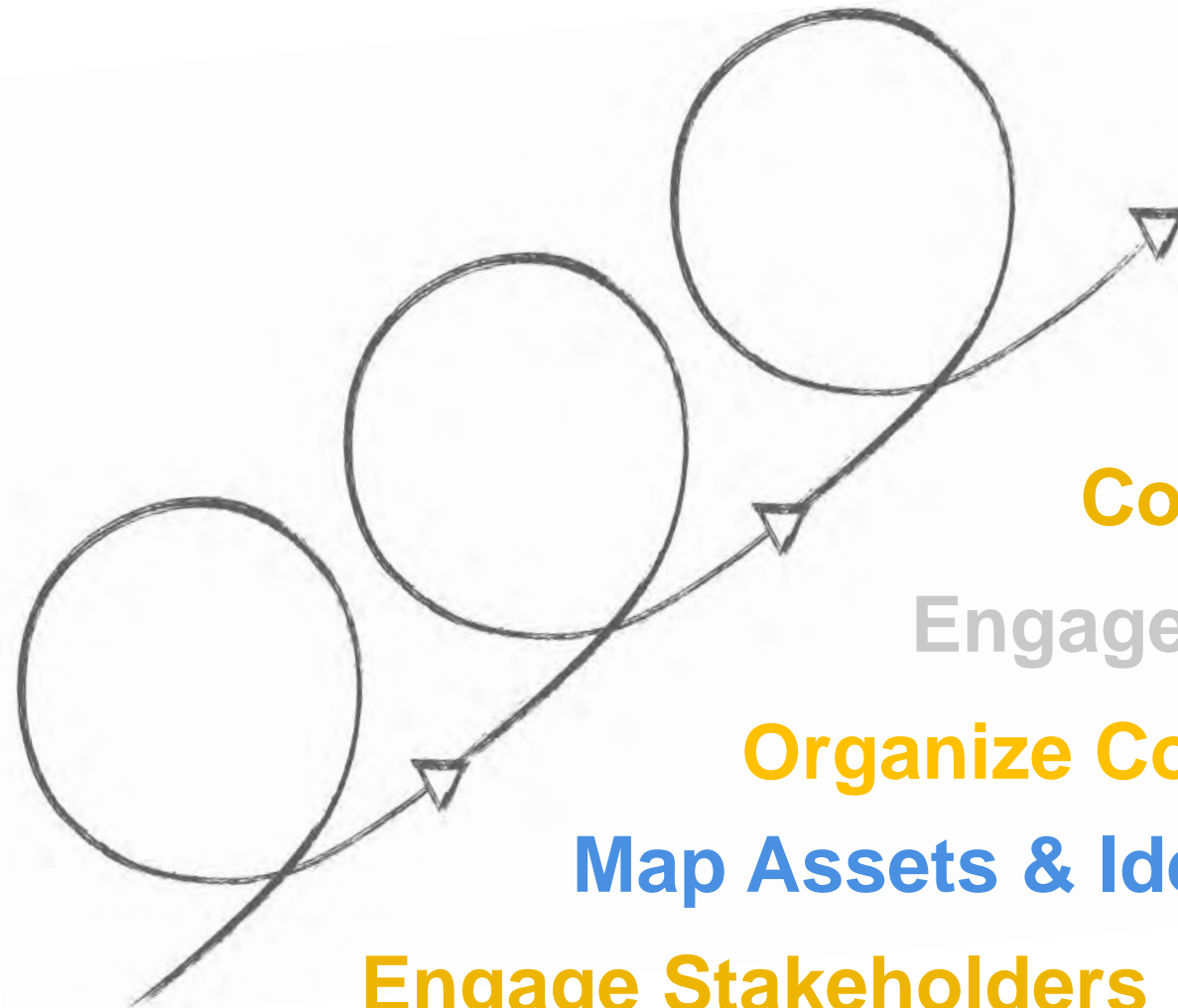
# New Ways of Finding Solutions

**Examine problems from different angles & co-create solutions**

**“Act-learn” simultaneously - test and fail...over and over again**



# It's Iterative and Non-linear



Measure Impact

**Test Solutions**

**Access Resources**

**Collaboratively Develop Solutions**

Engage More Stakeholders

**Organize Core Team**

**Map Assets & Identify Gaps**

**Engage Stakeholders**



# Radical Collaboration

***We can't do this alone***

# Big Tent Approach

*Economic Development Is a Team Sport*



# Who are the Support Stakeholders in Your Regional Economic Ecosystem?



## Supports

- City, County Government
- County and Regional Economic Development
- Tourism entities
- Small Business Development Centers
- Culturally specific organizations
- Workforce development
- Industry associations
- Non-profits
- Utilities
- Chambers of commerce
- Community Colleges and Universities, extension
- Ports





# Wrap Up

## Next session:

- From Numbers to Action
- Wednesday, April 26<sup>th</sup> at 10:00 am

## Homework

- Collect & Review existing reports, plans or studies that relate to your downtown district.

Hubs: E-mail to [acassin@rdiinc.org](mailto:acassin@rdiinc.org)

Spokes: Review as a team

# Reflection

Resource Website

<https://rdiinc.org/main-street-resources/>

- PowerPoint
- Recording
- Homework Materials

Please take Survey!

<https://bit.ly/3Fvd1w8>



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RURAL DEVELOPMENT INITIATIVES

